

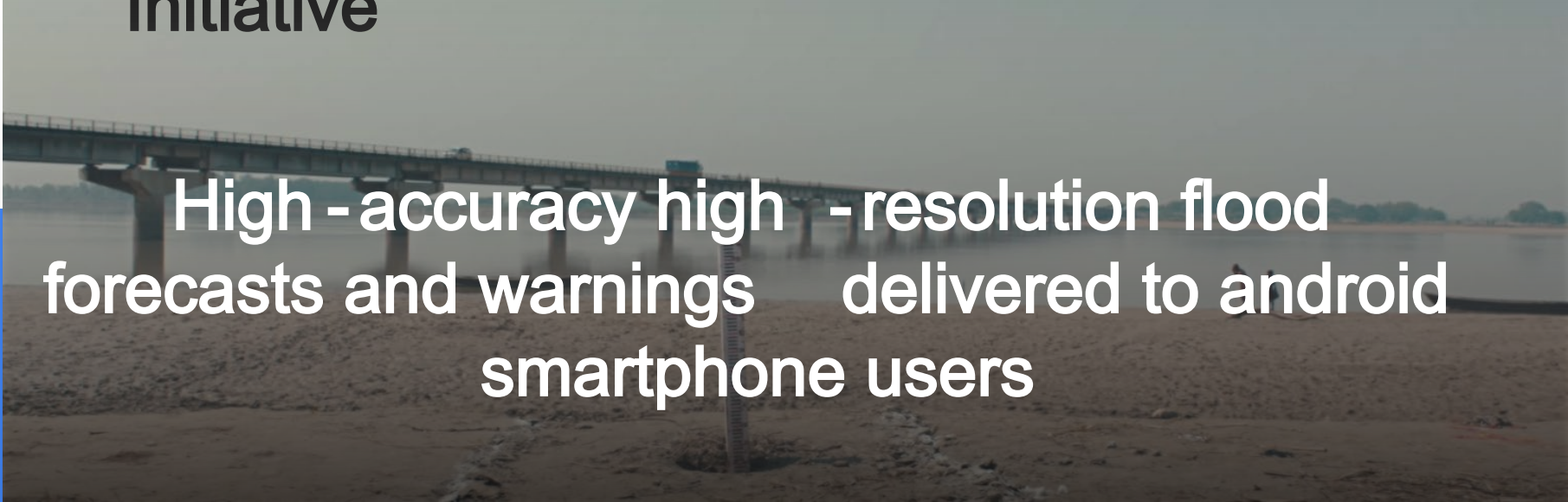


# Evaluating the Impact of a Flood Forecasting Initiative

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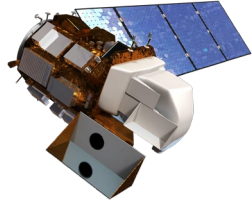
Maulik Jagnani (Yale), Sella Nevo  
(Google), and Rohini Pande (Yale)

# The Google Flood Forecasting Initiative

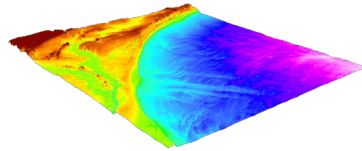
A photograph of a bridge over a river. In the foreground, a vertical flood gauge is visible. The water level is high, reaching up to the gauge. The bridge has several concrete pillars supporting it. The sky is overcast and grey. The overall scene suggests a flood or high water level.

High - accuracy high - resolution flood forecasts and warnings delivered to android smartphone users

# Hydraulic Model - Overview



Satellite imagery  
(Multiple sources)

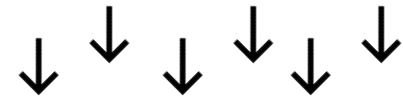
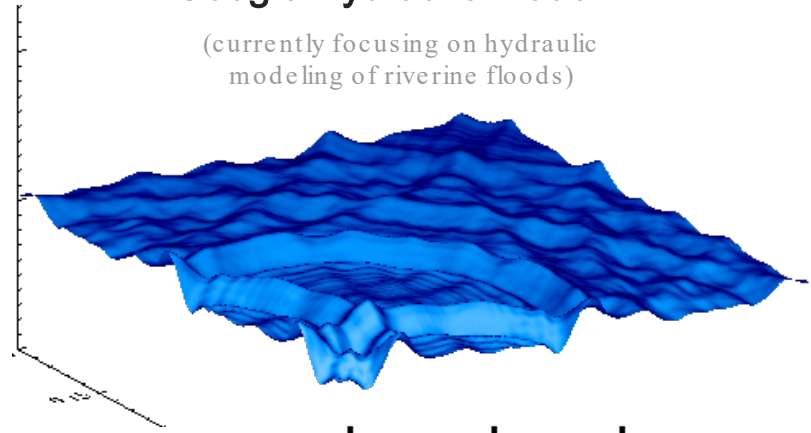


Google DEM generation



## Google Hydraulic Model

(currently focusing on hydraulic modeling of riverine floods)



Inundation Map



Government



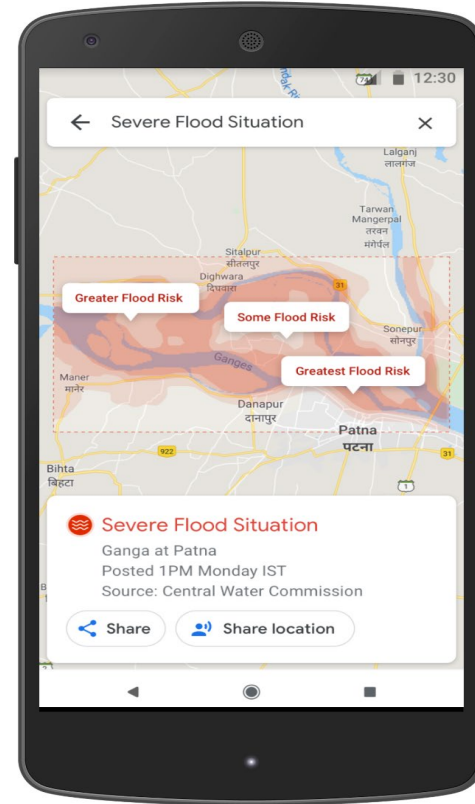
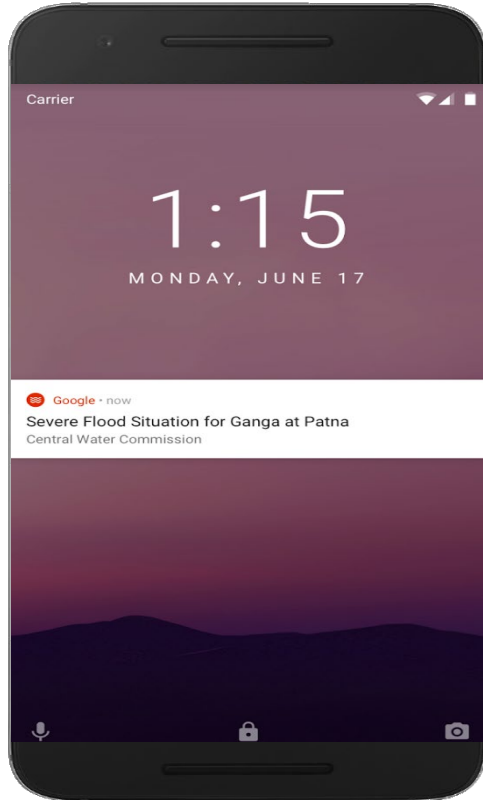
Gauge measurements  
& forecasts



# Informing the Public



# Google Public Alerts

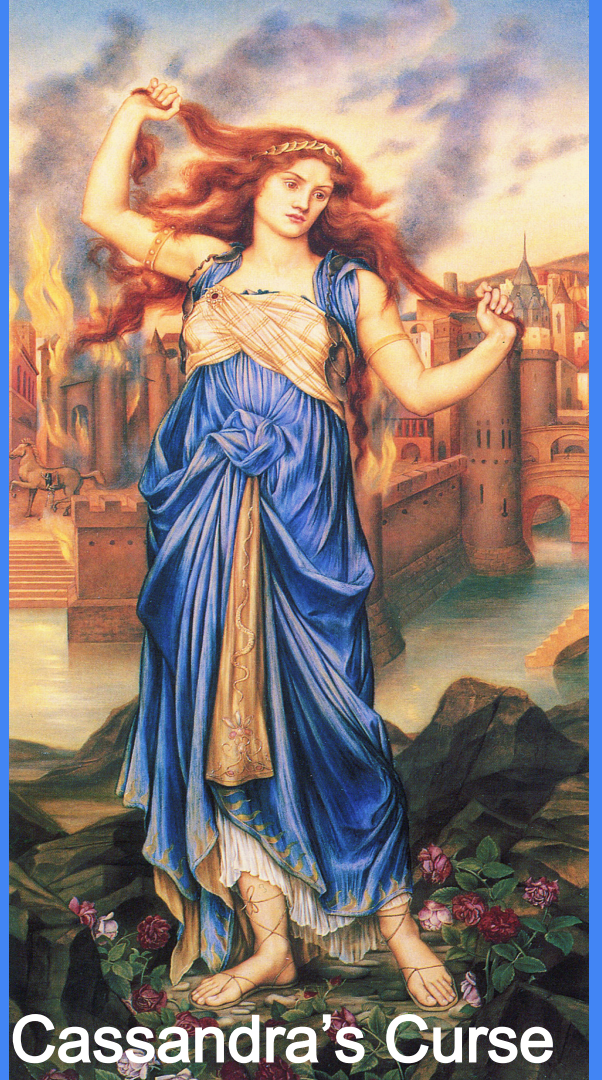


# An Economist's Perspective on Flood Alerts

Do individuals respond to flood alerts?

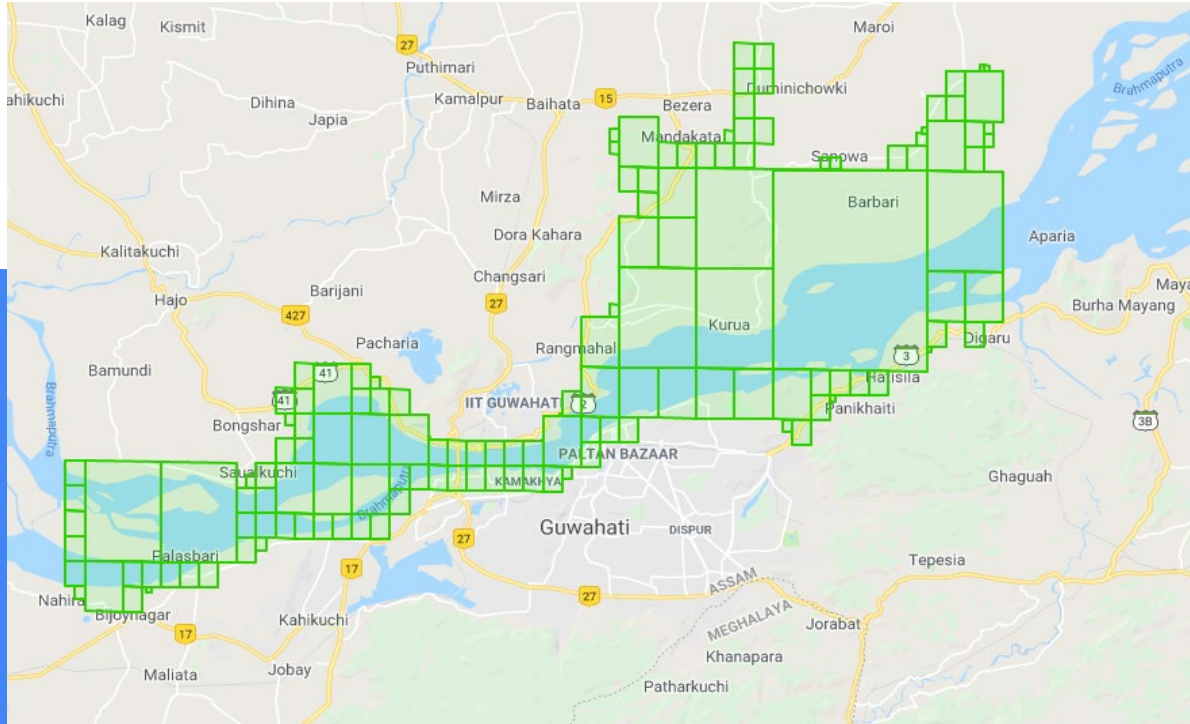
How do you get more individuals to respond to flood alerts?

- Clarity
- Authority

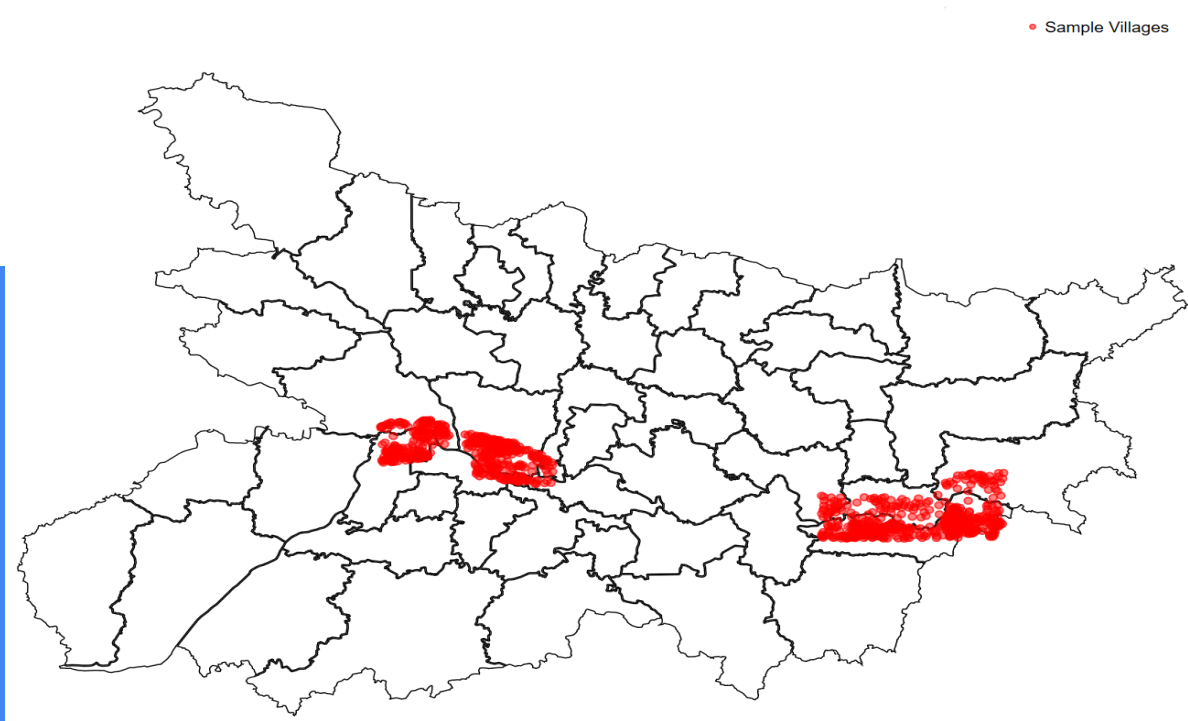


Cassandra's Curse

# Part I: Evaluate (Aggregate) Movement After Flood Alerts Using Satellite Data



# Part II: Evaluate the Role of Panchayats in Diffusion of Flood Alerts





Questions?